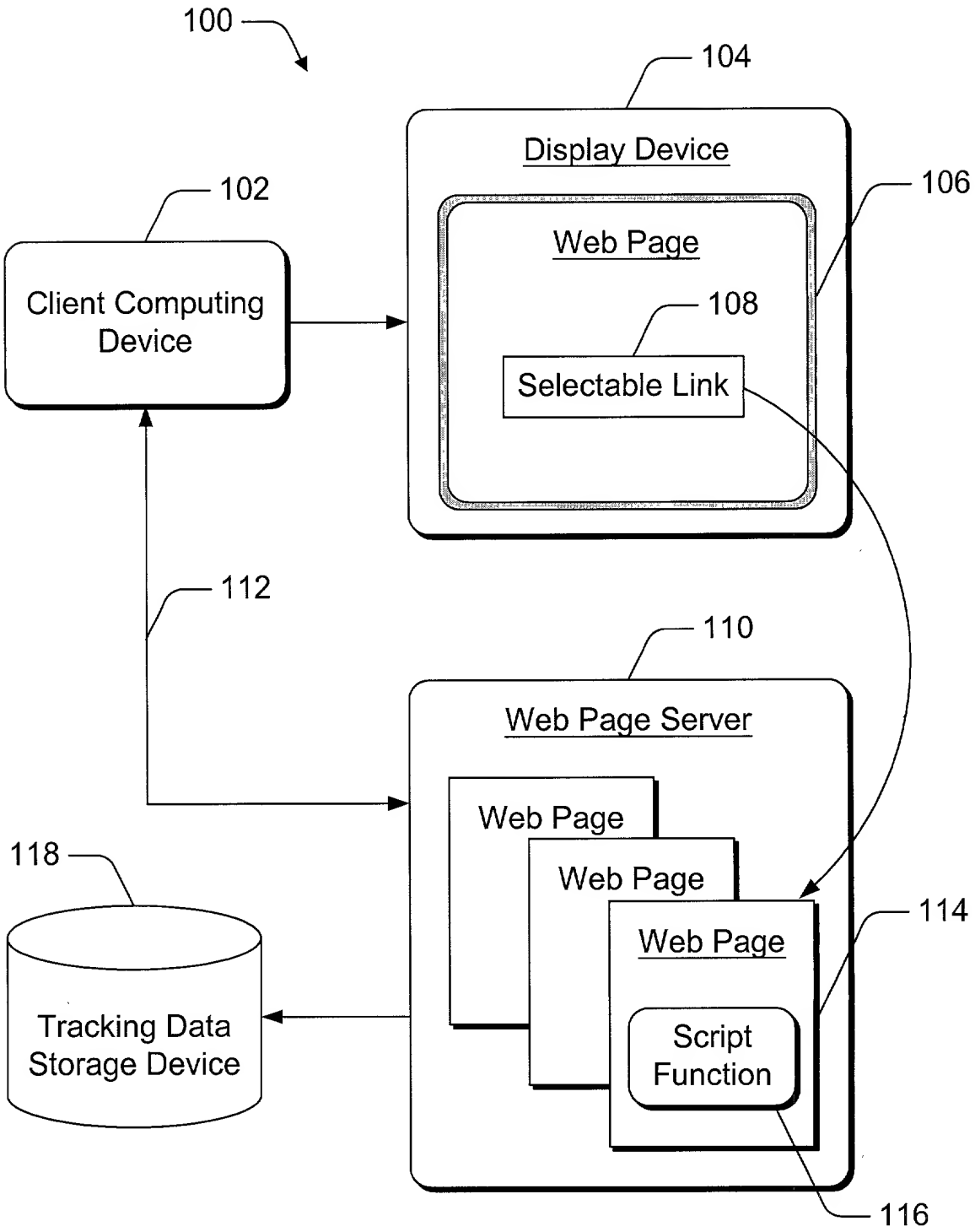

Fig. 1
Prior Art

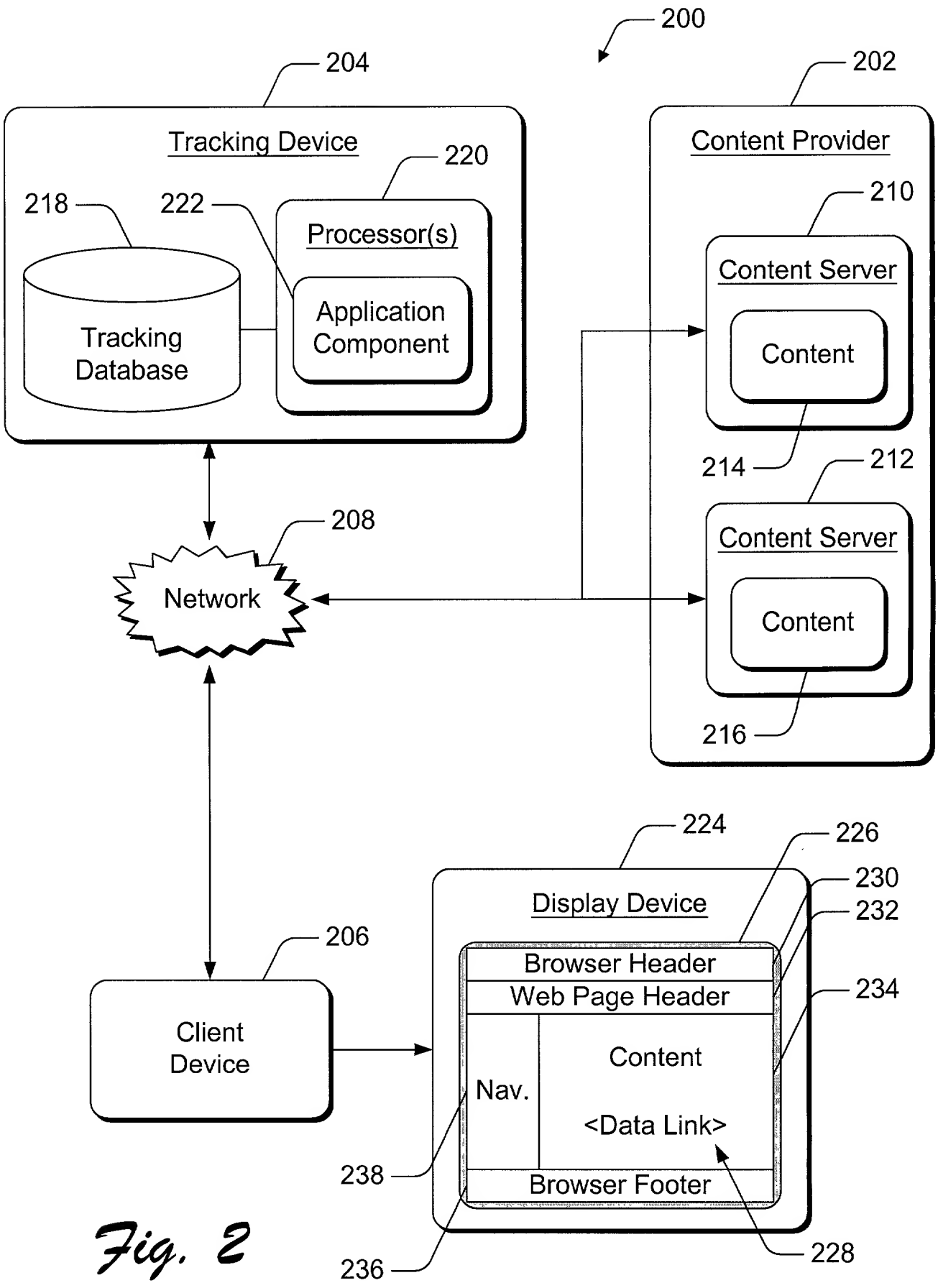
200
204
Tracking Device
220
218
222
Processor(s)
Tracking Database
Application Component
202
Content Provider
210
Content Server
Content
214
212
Content Server
Content
216
208
Network
224
226
230
232
234
Display Device
206
Client Device
Browser Header
Web Page Header
Nav.
Content
<Data Link>
Browser Footer
238
236
228

Fig. 2

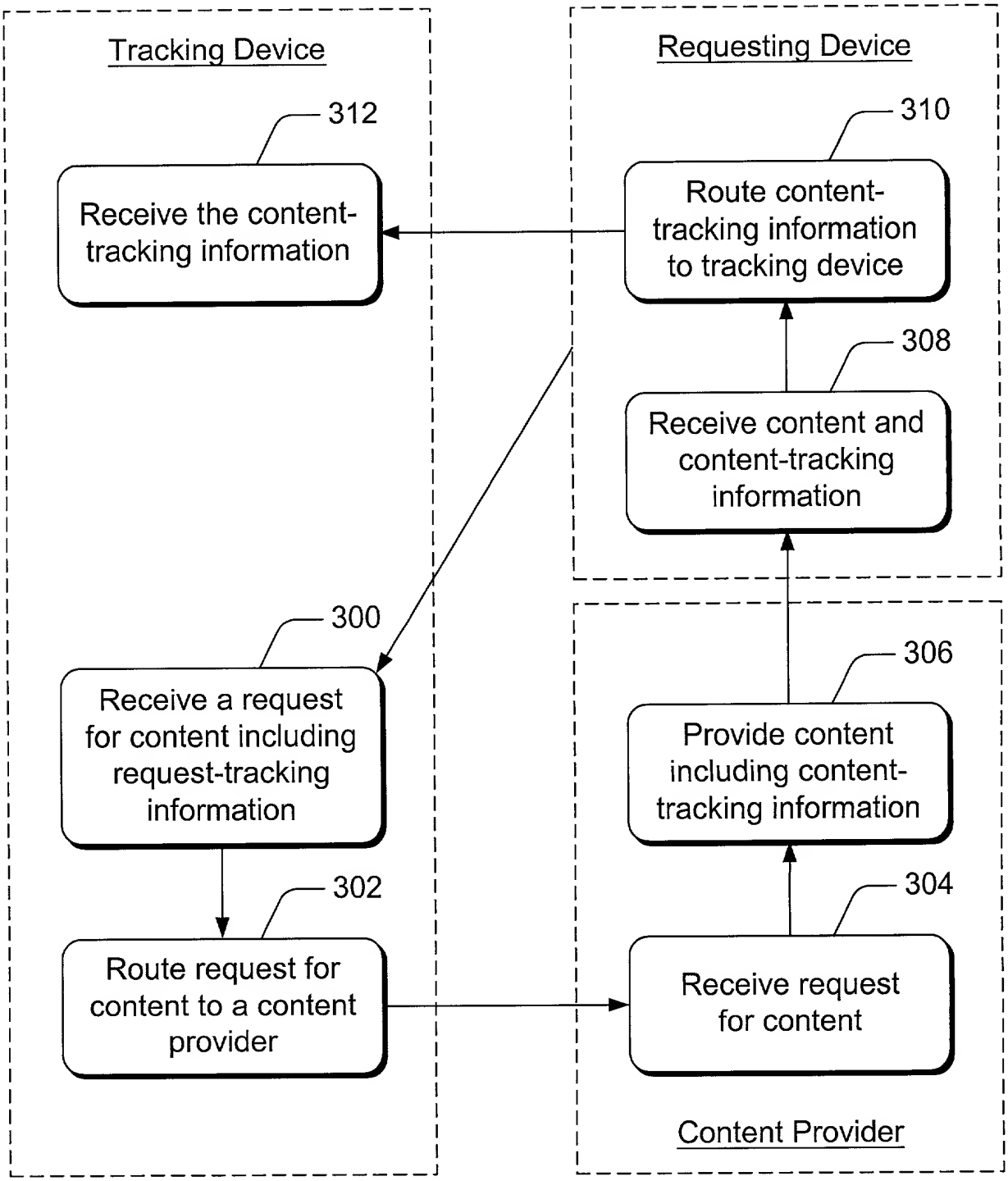
Tracking Device
Requesting Device
312
310
Receive the content-tracking information
Route content-tracking information to tracking device
308
Receive content and content-tracking information
300
Receive a request for content including request-tracking information
306
Provide content including content-tracking information
302
304
Route request for content to a content provider
Receive request for content
Content Provider

Fig. 3

400

412 UserID / DeviceID	414 PV / CT	416 Content Source	418 Client Source	420 Page Value	422 Page Name / Content ID
402 User	PV	Provider	Previous Content	Home	Page A
404 User	CT	Provider	Page A	Nav. Section	Page B
406 User	PV	Provider	Page A	Home	Page B
408 User	CT	Provider	Page B	Content Section	Page C
410 User	PV	Provider	Page B	Home	Page C

Fig. 4

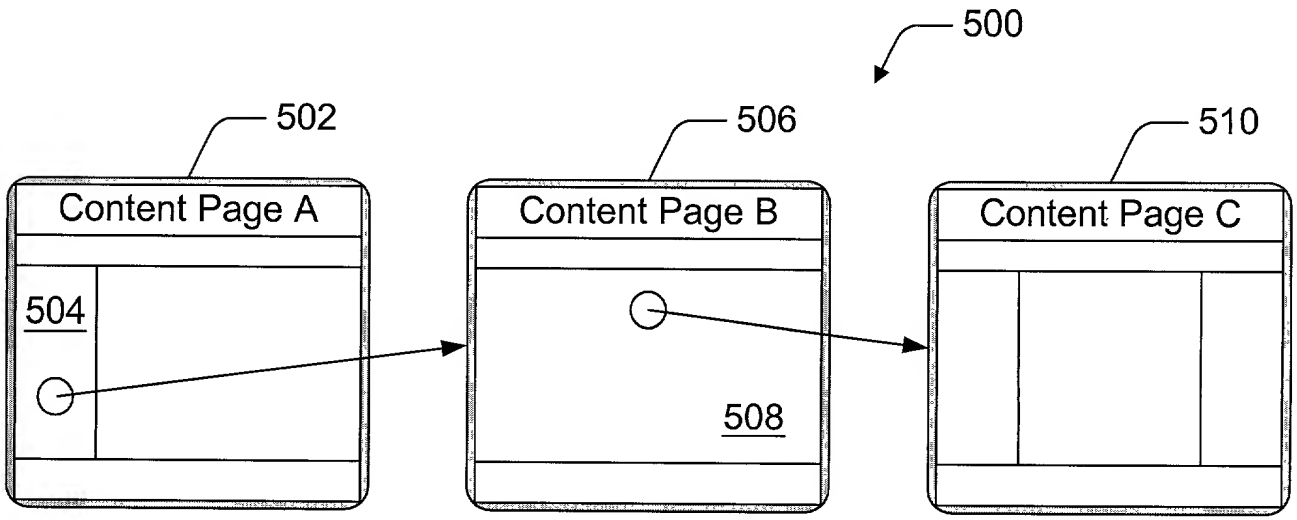

Fig. 5

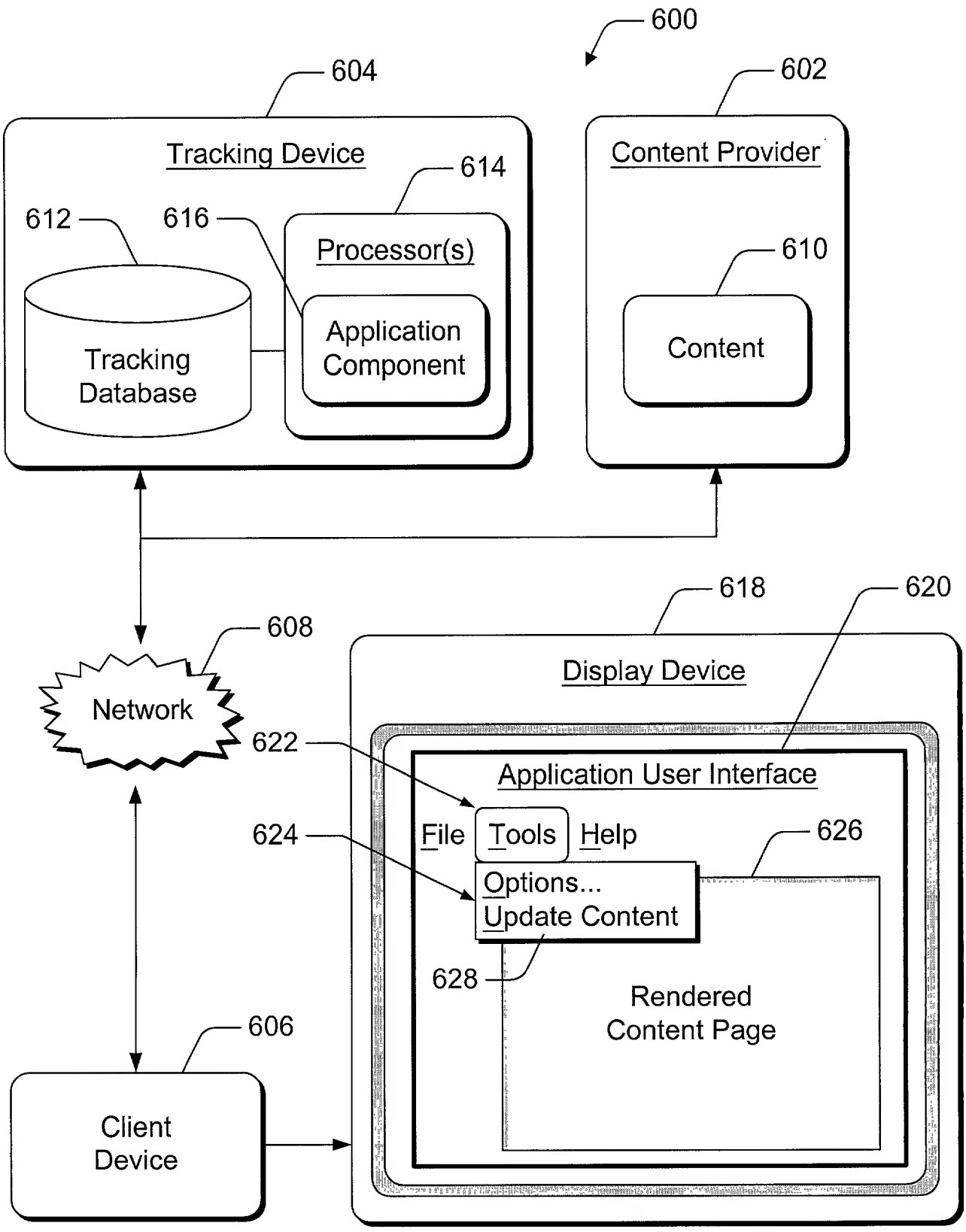
600
604
602
Tracking Device
614
Content Provider
612
616
Processor(s)
610
Application Component
Tracking Database
Content
618
620
608
Display Device
Network
622
Application User Interface
624
File
Tools
Help
626
Options...
Update Content
628
Rendered Content Page
606
Client Device

Fig. 6

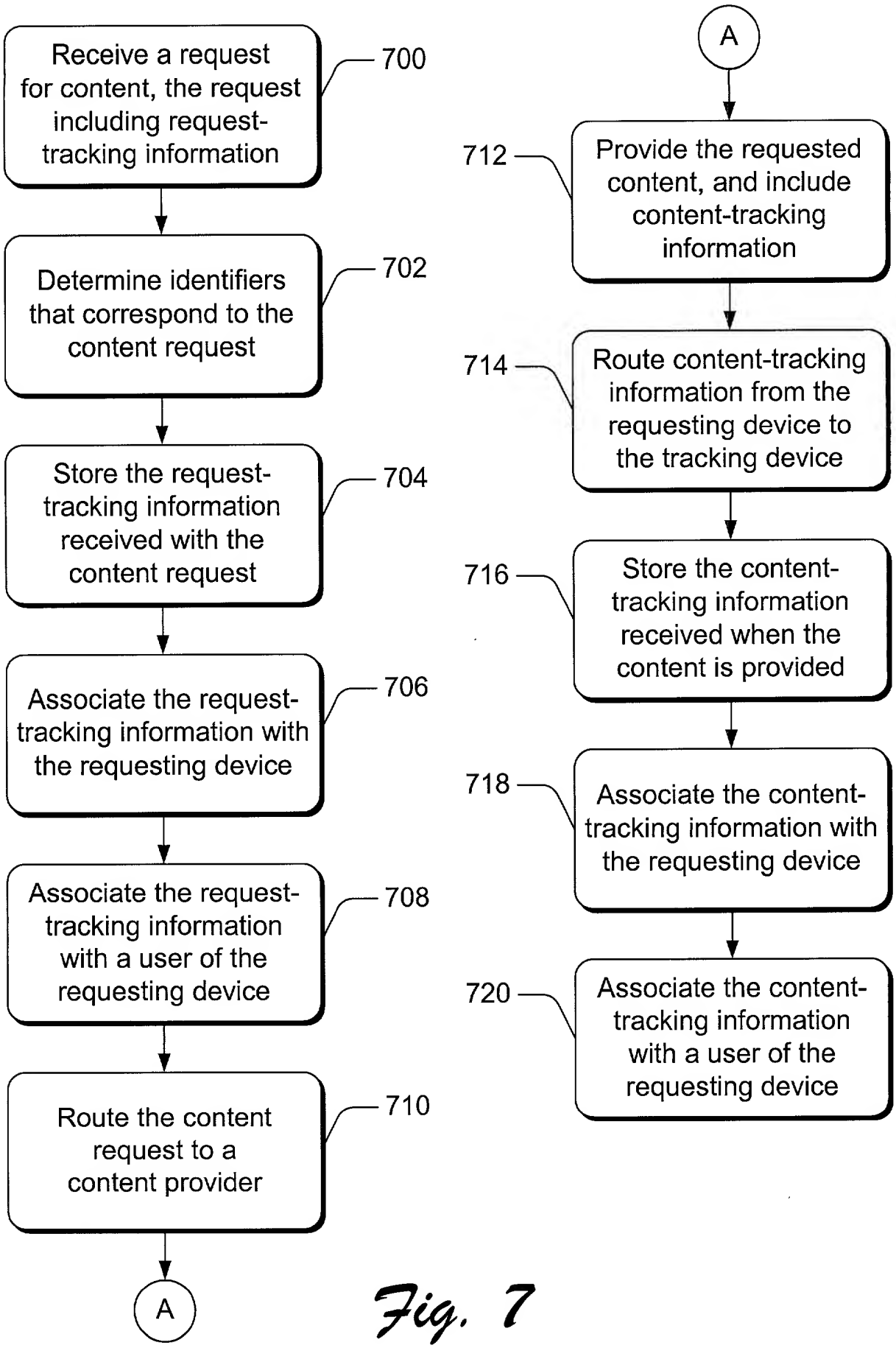
Receive a request for content, the request including request-tracking information
700
Determine identifiers that correspond to the content request
702
Store the request-tracking information received with the content request
704
Associate the request-tracking information with the requesting device
706
Associate the request-tracking information with a user of the requesting device
708
Route the content request to a content provider
710
A
A
Provide the requested content, and include content-tracking information
712
Route content-tracking information from the requesting device to the tracking device
714
Store the content-tracking information received when the content is provided
716
Associate the content-tracking information with the requesting device
718
Associate the content-tracking information with a user of the requesting device
720

Fig. 7

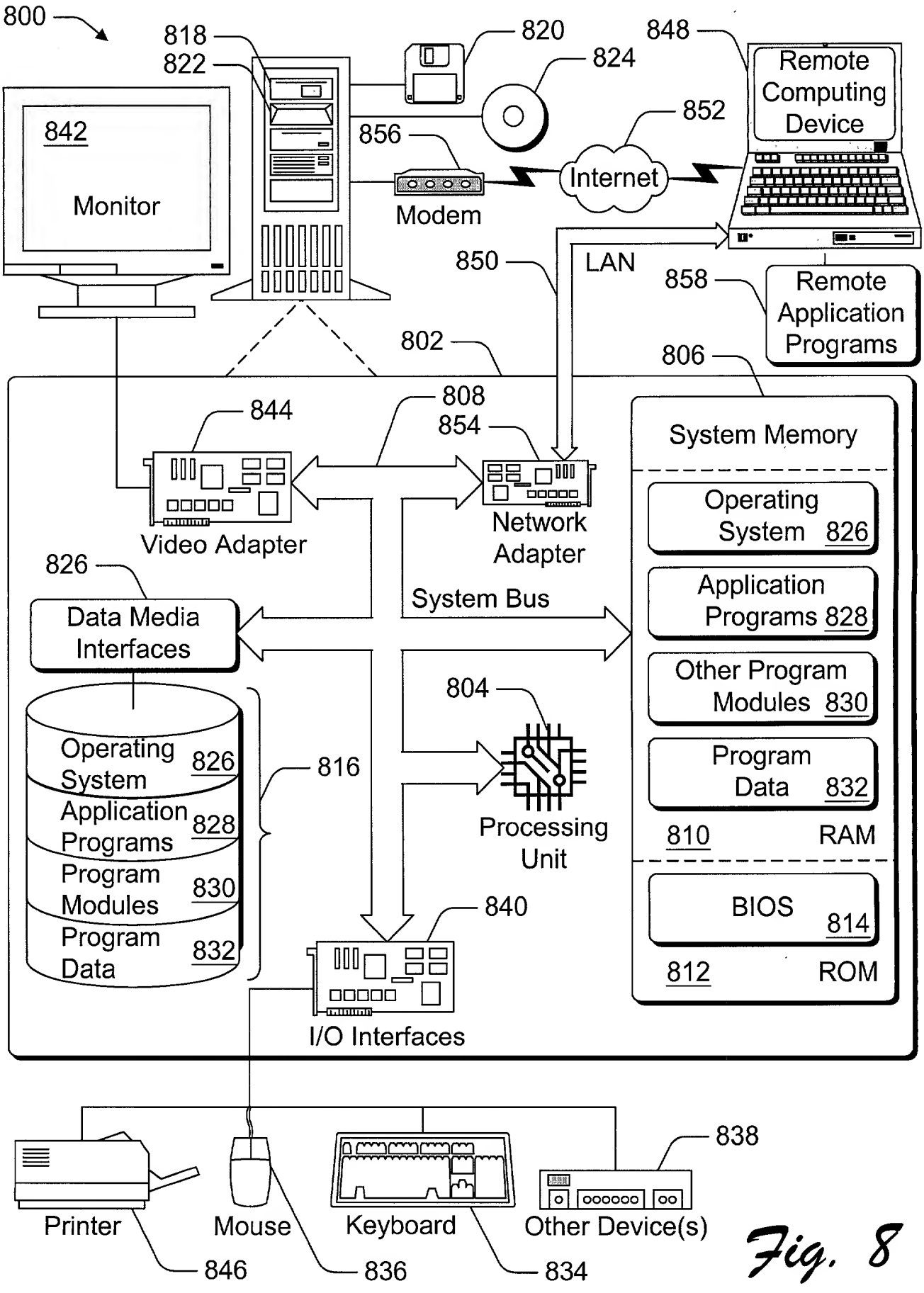
800
818
822
820
824
848
Remote Computing Device
852
842
Monitor
856
Modem
Internet
850
LAN
858
Remote Application Programs
802
806
808
844
854
System Memory
Video Adapter
Network Adapter
Operating System 826
826
Data Media Interfaces
System Bus
Application Programs 828
Other Program Modules 830
804
816
Operating System 826
Application Programs 828
Program Modules 830
Program Data 832
Processing Unit
Program Data 832
810
RAM
840
BIOS 814
812
ROM
I/O Interfaces
838
Printer
Mouse
Keyboard
Other Device(s)
846
836
834

Fig. 8